



WDAF-TV

ORDER

Print Date 10/16/12 Page 1 of 4

Flight Dates 10/16/12-10/22/12

<u>Contract / Revision</u>	<u>583475</u>	<u>/</u>	<u>SPENCE 4 MO GOV</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>	10/16/12	10/16/12	<u>Agency Com</u> 15%	<u>Estimate #</u>	C16C22
			<u>Billing Contact</u>	<u>Alt Order #</u>	09844853
<u>Advertiser</u>	Spence, David/R/Mo Gov		814 King Street Suite 400 Alexandria, VA 22314	<u>Billing Type</u>	Cash
<u>Agency</u>	Smart Media Group LLC			<u>Order Type</u>	GENERAL
<u>Buying Contact</u>				<u>Billing Cycle</u>	EOM/EOC
814 King Street Suite 400 Alexandria, VA 22314				<u>Billing Calendar</u>	BROADCAST
				<u>Demographic</u>	A35+
				<u>Rev Codes</u>	SP-POL CAN POL
				<u>Product Codes</u>	PL1Ea
				<u>Priority</u>	2
				<u>Advertiser Ref</u>	

Primary Account Executive
Dan Driscoll

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Dan Driscoll	100%		

Order Share 25% Market Value 103700

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
KCPT	%	0
KCTV	25%	25925
KCWE	%	0
KMBC	25%	25925
KMCI	%	0
KPXE	%	0
KSHB	25%	25925
KSMO	%	0

<u>Order Totals</u>					<u>Billing Plan</u>				
<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
October 2012	76	\$22,036.25	\$25,925.00	0.00	10/01/12	10/22/12	76	\$22,036.25	\$25,925.00
Totals	76	\$22,036.25	\$25,925.00	0.00					

<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Spots</u>	<u>Totals</u>	<u>Amount</u>							
E 1	4	10/16/12	10/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00								
NEWS																							
REV																							
Start Date 10/15/12				End Date 10/21/12				Weekdays -TWTF--				Spots/Week 4				Rate \$200.00				Rating 0.00			
E 2	4	10/16/12	10/19/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	-TWTF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00								
LIVE WITH KELLY																							
REV																							
Start Date 10/15/12				End Date 10/21/12				Weekdays -TWTF--				Spots/Week 4				Rate \$100.00				Rating 0.00			
E 3	4	10/16/12	10/19/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	-TWTF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00								
FAM FEUD																							
REV																							
Start Date 10/15/12				End Date 10/21/12				Weekdays -TWTF--				Spots/Week 4				Rate \$100.00				Rating 0.00			



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Contract / Revision 583475 Flight Dates 10/16/12-10/22/12										Hiatus Dates				
Original Date / Revision 10/16/12/ 10/16/12										Order Sep 00:15:00				
<u>Advertiser</u>	Spence, David/R/Mo Gov						<u>Product</u>	SPENCE 4 MO GOV						
										<u>Estimate #</u>	C16C22			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount
E 4	4	10/16/12	10/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-TWTF--	:30	4	\$200.00	3	0.00	NM	4 \$800.00
NEWS										REV				
Start Date			End Date			Weekdays		Spots/Week	Rate	Rating				
Week: 10/15/12			10/21/12			-TWTF--		4	\$200.00	0.00				
E 5	4	10/16/12	10/19/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	-TWTF--	:30	4	\$100.00	3	0.00	NM	4 \$400.00
JUDGE JOE										REV				
Start Date			End Date			Weekdays		Spots/Week	Rate	Rating				
Week: 10/15/12			10/21/12			-TWTF--		4	\$100.00	0.00				
E 6	4	10/16/12	10/19/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	-TWTF--	:30	4	\$250.00	3	0.00	NM	4 \$1,000.00
JUDGE JUDY										REV				
Start Date			End Date			Weekdays		Spots/Week	Rate	Rating				
Week: 10/15/12			10/21/12			-TWTF--		4	\$250.00	0.00				
E 7	4	10/16/12	10/19/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	-TWTF--	:30	4	\$200.00	3	0.00	NM	4 \$800.00
NEWS										REV				
Start Date			End Date			Weekdays		Spots/Week	Rate	Rating				
Week: 10/15/12			10/21/12			-TWTF--		4	\$200.00	0.00				
E 8	4	10/16/12	10/19/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-TWTF--	:30	4	\$200.00	3	0.00	NM	4 \$800.00
NEWS										REV				
Start Date			End Date			Weekdays		Spots/Week	Rate	Rating				
Week: 10/15/12			10/21/12			-TWTF--		4	\$200.00	0.00				
E 9	4	10/16/12	10/19/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-TWTF--	:30	4	\$375.00	3	0.00	NM	4 \$1,500.00
NEWS										REV				
Start Date			End Date			Weekdays		Spots/Week	Rate	Rating				
Week: 10/15/12			10/21/12			-TWTF--		4	\$375.00	0.00				
E 10	4	10/20/12	10/20/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$300.00	3	0.00	NM	1 \$300.00
NEWS										REV				
Start Date			End Date			Weekdays		Spots/Week	Rate	Rating				
Week: 10/15/12			10/21/12			-----S-		1	\$300.00	0.00				
E 11	4	10/21/12	10/21/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$200.00	3	0.00	NM	1 \$200.00
NEWS										REV				
Start Date			End Date			Weekdays		Spots/Week	Rate	Rating				
Week: 10/15/12			10/21/12			-----S		1	\$200.00	0.00				
E 12	4	10/16/12	10/19/12	M-F 5-6p 530-6p (5:30 PM-6:00 PM)	CM-All	530-6p	-TWTF--	:30	4	\$400.00	3	0.00	NM	4 \$1,600.00
NEWS										REV				
Start Date			End Date			Weekdays		Spots/Week	Rate	Rating				
Week: 10/15/12			10/21/12			-TWTF--		4	\$400.00	0.00				
E 13	4	10/16/12	10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-TWTF--	:30	4	\$540.00	3	0.00	NM	4 \$2,160.00
NEWS										REV				
Start Date			End Date			Weekdays		Spots/Week	Rate	Rating				
Week: 10/15/12			10/21/12			-TWTF--		4	\$540.00	0.00				
E 15	4	10/20/12	10/20/12	Sa 1030-1130p Sa 1030-1130p	CM-All	1030-1130p	-----S-	:30	1	\$100.00	3	0.00	NM	1 \$100.00

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Contract / Revision 583475 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/16/12 / 10/16/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov

Product SPENCE 4 MO GOV

Estimate # C16C22



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<u>Contract / Revision</u>	583475	<u>Flight Dates</u> 10/16/12-10/22/12	<u>Hiatus Dates</u>												
<u>Original Date / Revision</u>	10/16/12/	10/16/12	<u>Order Sep</u> 00:15:00												
<u>Advertiser</u>	Spence, David/R/Mo Gov	<u>Product</u> SPENCE 4 MO GOV	<u>Estimate #</u> C16C22												
<u>Totals</u>															
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 27	4	10/22/12	10/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS				REV											
<u>Start Date</u>			<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/22/12			10/28/12	M-----	1		\$200.00	0.00							
E 28	4	10/22/12	10/22/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
JUDGE JOE				REV											
<u>Start Date</u>			<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/22/12			10/28/12	M-----	1		\$100.00	0.00							
E 29	4	10/22/12	10/22/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY				REV											
<u>Start Date</u>			<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/22/12			10/28/12	M-----	1		\$260.00	0.00							
E 30	4	10/22/12	10/22/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS				REV											
<u>Start Date</u>			<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/22/12			10/28/12	M-----	1		\$200.00	0.00							
E 31	4	10/22/12	10/22/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS				REV											
<u>Start Date</u>			<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/22/12			10/28/12	M-----	1		\$200.00	0.00							
E 32	4	10/22/12	10/22/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
NEWS				REV											
<u>Start Date</u>			<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/22/12			10/28/12	M-----	1		\$375.00	0.00							
E 33	4	10/22/12	10/22/12	M-F 5-6p 630-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS				REV											
<u>Start Date</u>			<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/22/12			10/28/12	M-----	1		\$400.00	0.00							
E 34	4	10/22/12	10/22/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$540.00	3	0.00	NM	1	\$540.00
NEWS				REV											
<u>Start Date</u>			<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/22/12			10/28/12	M-----	1		\$540.00	0.00							
E 35	4	10/22/12	10/22/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS				REV											
<u>Start Date</u>			<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/22/12			10/28/12	M-----	2		\$400.00	0.00							
E 36	4	10/22/12	10/22/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$2,200.00	2	0.00	NM	1	\$2,200.00
WHEEL				REV											
<u>Start Date</u>			<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/22/12			10/28/12	M-----	1		\$2,200.00	0.00							

Totals 76 \$25,925.00



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ORDER

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Flight Dates 10/09/12-10/15/12

<u>Contract / Revision</u>	581694 /	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>		SPENCE FOR MO GOV	<u>Estimate #</u>	C09C15
	10/15/12 10/15/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	09837530
		<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	Spence, David/R/Mo Gov	814 King Street Suite 400 Alexandria, VA 22314	<u>Order Type</u>	GENERAL
<u>Agency</u>	Smart Media Group LLC		<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>			<u>Billing Calendar</u>	BROADCAST
814 King Street Suite 400 Alexandria, VA 22314			<u>Demographic</u>	A35+
			<u>Rev Codes</u>	SP-POL CAN POL
		Sales Office DC-M	<u>Product Codes</u>	PL1Ea
		Sales Region NAT	<u>Priority</u>	2
		Agency Ref	<u>Advertiser Ref</u>	

Primary Account Executive

Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 26% Market Value 212980

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	36%	76673
KCWE	%	0
KMBC	26%	55375
KMCI	%	0
KPXE	%	0
KSHB	12%	25557
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	118	\$47,068.75	\$55,375.00	0.00	10/01/12	10/15/12	118	\$47,068.75	\$55,375.00
Totals	118	\$47,068.75	\$55,375.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Billing Plan						Spots	Amount	Totals	
					Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	
1	4	10/09/12	10/12/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--WTF--	:30	4	\$200.00	3	0.00	NM	4 \$800.00
NEWS														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/08/12	10/14/12	--WTF--	4	\$200.00	0.00							
2	4	10/16/12	10/15/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$200.00	3	0.00	NM	1 \$200.00
NEWS														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/15/12	10/21/12	M-----	1	\$200.00	0.00							
3	4	10/09/12	10/12/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	--WTF--	:30	4	\$100.00	3	0.00	NM	4 \$400.00
LIVE WITH KELLY														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/08/12	10/14/12	--WTF--	4	\$100.00	0.00							



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Contract / Revision 581694 Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/15/12 / 10/15/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov

Product SPENCE FOR MO GOV

Estimate # C09C15



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Contract / Revision 581694 **Flight Dates** 10/09/12-10/16/12 **Hiatus Dates**

Original Date / Revision 10/15/12 / 10/15/12 Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE FOR MO GOV Estimate # C09C15



Contract / Revision

581694

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision

10/08/12/ 10/17/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov

Product SPENCE FOR MO GOV

Estimate # C09C15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 4	4	10/15/12	10/15/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00	
LIVE WITH KELLY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1	\$100.00			0.00						
E 5	4	10/09/12	10/12/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	--WTF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00	
FAMILY FEUD																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	--WTF--		4	\$100.00			0.00						
E 6	4	10/15/12	10/15/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00	
FAMILY FEUD																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1	\$100.00			0.00						
E 7	4	10/09/12	10/12/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--WTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	--WTF--		4	\$200.00			0.00						
E 8	4	10/15/12	10/15/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1	\$200.00			0.00						
E 9	4	10/09/12	10/12/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	--WTF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00	
JUDGE JOE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	--WTF--		4	\$100.00			0.00						
E 10	4	10/15/12	10/15/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00	
JUDGE JOE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1	\$100.00			0.00						
E 11	4	10/09/12	10/12/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	--WTF--	:30	4	\$250.00	3	0.00	NM	4	\$1,000.00	
JUDGE JUDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	M-----		4	\$250.00			0.00						
E 12	4	10/15/12	10/15/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
JUDGE JUDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1	\$250.00			0.00						
E 13	4	10/09/12	10/12/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--WTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	--WTF--		4	\$200.00			0.00						
E 14	4	10/15/12	10/15/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	--WTF--		4	\$200.00			0.00						



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Contract / Revision 581694 Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/08/12/ 10/17/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE FOR MO GOV

Estimate # C09C15



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Flight Dates 10/09/12-10/15/12Hiatus DatesOriginal Date / Revision

10/08/12/ 10/17/12

Order Sep 00:15:00Advertiser Spence, David/R/Mo GovProduct SPENCE FOR MO GOVEstimate # C09C15

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
																Spots	Amount
E 24	4	10/09/12	10/12/12	M-F	5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)		--WTF--	:30	4	\$400.00	3	0.00	NM	4	\$1,600.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12		--WTF--		4					\$400.00		0.00			
E 25	4	10/15/12	10/15/12	M-F	5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)		M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12		M-----		1					\$400.00		0.00			
E 26	4	10/09/12	10/12/12	M-F	5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)		--WTF--	:30	4	\$400.00	3	0.00	NM	4	\$1,600.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12		--WTF--		4					\$400.00		0.00			
E 27	4	10/15/12	10/15/12	M-F	5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)		M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12		M-----		1					\$400.00		0.00			
E 28	4	10/09/12	10/12/12	M-F	6-630p M-F 6-630p	CM-All	6-630p		--WTF--	:30	4	\$540.00	3	0.00	NM	4	\$2,160.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12		--WTF--		4					\$540.00		0.00			
E 29	4	10/15/12	10/15/12	M-F	6-630p M-F 6-630p	CM-All	6-630p		M-----	:30	1	\$540.00	3	0.00	NM	1	\$540.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12		M-----		1					\$540.00		0.00			
E 32	4	10/09/12	10/12/12	M-F	1102-1132p M-F 1102p-1132p	CM-All	M-F 1102p-1132p		--WTF--	:30	4	\$125.00	3	0.00	NM	4	\$500.00
TMZ																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12		--WTF--		4					\$125.00		0.00			
E 33	4	10/15/12	10/15/12	M-F	1102-1132p M-F 1102p-1132p	CM-All	M-F 1102p-1132p		M-----	:30	1	\$125.00	3	0.00	NM	0	\$0.00
TMZ																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12		M-----		1					\$125.00		0.00			
Spot	Ch	Range	Description				Start/End Time					Weekdays	Length	Rate	Rtg	Type	
1	4	10/15/12-10/21/12	M-F 1102-1132p				M-F 1102p-1132p					M-----	:30	(\$125.00)	0.00	NM	
Credited																	
E 34	4	10/13/12	10/13/12	SA	1030-1130p Sa 1030-1130p	CM-All	1030-1130p		----S-	:30	1	\$100.00	3	0.00	NM	1	\$100.00
LATE NIGHT																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12		-----S-		1					\$100.00		0.00			
E 35	4	10/14/12	10/14/12	SU	1102-1132P Su 1102-1132p	CM-All	1102-1132p		----S	:30	1	\$100.00	3	0.00	NM	1	\$100.00
SEINFELD																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12		-----S		1					\$100.00		0.00			



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Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision

10/08/12 / 10/17/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov

Product SPENCE FOR MO GOV

Estimate # C09C15

Totals



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Contract / Revision 581694 Flight Dates 10/09/12-10/15/12 Hiatus Dates															
Original Date / Revision 10/08/12/ 10/17/12				Order Sep 00:15:00											
Advertiser Spence, David/R/Mo Gov Product SPENCE FOR MO GOV				Estimate # C09C15											
Totals															
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 43	4	10/15/12	10/15/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$400.00	3	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
Week: 10/15/12		10/21/12		M-----		1	\$400.00		0.00						
Spot	Ch	Date Range	Description			Start/End Time									
1	4	10/15/12-10/21/12	M-F 1030-1102p			1030-1102p									
Credited															
E 44	4	10/14/12	10/14/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$800.00	3	0.00	NM	1	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
Week: 10/08/12		10/14/12		-----S		1	\$800.00		0.00						
E 45	4	10/14/12	10/14/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p (10:30 PM-11:00 PM)	-----S	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
Week: 10/08/12		10/14/12		-----S		1	\$400.00		0.00						
E 46	4	10/09/12	10/12/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	--WTF--	:30	4	\$2,200.00	2	0.00	NM	4	\$8,800.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
Week: 10/08/12		10/14/12		--WTF--		4	\$2,200.00		0.00						
E 47	4	10/15/12	10/15/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$2,200.00	2	0.00	NM	0	\$0.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
Week: 10/15/12		10/21/12		M-----		1	\$2,200.00		0.00						
Spot	Ch	Date Range	Description			Start/End Time									
1	4	10/15/12-10/21/12	M-F 630-7p			630-7p									
Credited															
E 50	4	10/10/12	10/10/12	X Factor Wednesday	CM-All	7-9p	--W----	:30	1	\$1,800.00	3	0.00	NM	1	\$1,800.00
FOX X Factor															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
Week: 10/08/12		10/14/12		--W----		1	\$1,800.00		0.00						
E 51	4	10/11/12	10/11/12	X Factor Thursday	CM-All	7-9p	--T---	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
FOX X Factor															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
Week: 10/08/12		10/14/12		--T---		1	\$1,400.00		0.00						
N 52	4	10/11/12	10/12/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--TF--	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
Week: 10/08/12		10/14/12		--TF--		3	\$400.00		0.00						
N 53	4	10/14/12	10/14/12	SU 1132-1232A Su 1132-1232a	CM-All	1132-1232a	-----S	:30	1	\$50.00	3	0.00	NM	1	\$50.00
X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
Week: 10/08/12		10/14/12		-----S		1	\$50.00		0.00						
N 55	4	10/15/12	10/15/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
Week: 10/08/12		10/14/12		-----S		1	\$200.00		0.00						



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10/08/12/ 10/17/12

Order Sep 00:15:00Advertiser Spence, David/R/Mo GovProduct SPENCE FOR MO GOVEstimate # C09C15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 55	4	10/15/12	10/15/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		1			\$200.00		0.00					
N 56	4	10/15/12	10/15/12	MLB Championship Serie	CM-All	3p-CC	M-----	:30	2	\$1,100.00	3	0.00	NM	2	\$2,200.00	
MLB Championship Serie:																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		2			\$1,100.00		0.00					
N 57	4	10/15/12	10/15/12	MLB Championship Serie	CM-All	3p-CC	M-----	:30	1	\$1,400.00	2	0.00	NM	1	\$1,400.00	
MLB Championship Serie:																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		1			\$1,400.00		0.00					
														Totals	111 \$49,450.00	